

Xiaoyu Wu

Product Designer

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EXPERIENCE

Co-Founder • Grounded Carbon

06/2021-09/2022

- Co-launched a new service product within 5 months, after 4 rounds of iterations informed by user research and experiments involving 40+ participants.
- Led a cross-functional team that received 10+ instances of international coverage, established partnerships with the NFU (representing 46,000+ farming businesses), collaborated with ICL Waring Ecology Lab, and brought on 5+ technology experts to serve on the advisory board.
- Pitched business models, ventures and feasibility analyses to investors. Secured £20k+ in grant funding and office space at The Royal Institution.
- Participated in COP26 as a selected start-up founder representative, engaging in panel discussions alongside HRH Prince Charles and Sir Jony Ive.

Product Designer • Bloop

09/2021-11/2021

- Led strategic product roadmap discussions to optimise product design, working seamlessly across 3 time zones. Efficiently managed and documented inventory of 300+ items.
- Redesigned the web frameworks and interfaces visual system, led user behaviour research, built high-fidelity interactive prototypes, and supported further iterative software development.
- Applied analytical skills to gather data-driven insights, informing the evaluation of strategic business decisions.

Design Research Intern • Gravity Sketch

05/2022

- Conducted research on 3D workflows and, within one month, curated a discussion panel with keynote speakers for a Design Festival.
- Developed a program of talks, workshops, and networking opportunities that received positive feedback from attendees and industry professionals.

Design Mentor • Imperial Enterprise Lab

07/2021-Present

Invited as mentor of product innovation specialist for students from 3 world top universities to develop innovative solutions and products that advanced UN sustainable goals.

Assistant Design Researcher • The United Nations

05/2018

Partnered with experts and applied robust project management skills to research UN urban planning standards for the UN "Child-friendly Cities" programme.

EDUCATION

MSc / MA, Innovation Design Engineering

2020 - 2022

Imperial College London,
Royal College of Art

BEng, Architecture

2015 - 2020

Shandong University of
Architecture and Engineering

Summer School, Multidisciplinary Product Design

2018

The Bartlett,
University College London

SKILLS

Interaction Design • Visual Design

Prototyping • Usability Test

Wire-framing • User Research

Branding • Product Strategy

Videography • 3D Modelling

TOOLS

Figma • Sketch • Adobe XD • Principle

Adobe Creative Suite

Rhino • Blender • C4D • Keyshot

Arduino • AutoCAD

HTML • CSS • Python • C#

ACHIEVEMENTS

Mayor of London's Award, Finalist

TERRA CARTA Design Lab, Finalist

InnovationRCA, Finalist

Bartlett Design Prize, Grand Winner

COP26, Guest Speaker

The RSA, Guest Speaker

The Royal Institution, Fellowship

The Greenhouse, Fellowship

KAIST x ICL x NASA, Hackathon

Logitech x RCA, Grand Challenge